

## WHAT IS CLAIMED IS:

1. An apparatus adapted to assist in weight loss and exercise comprising:

a personal digital assistant (PDA) having computer program code adapted to:

assist in at least one of calorie counting, meal selection, meal suggestion, weight monitoring, weight loss or gain monitoring, fat consumption monitoring, sugar consumption monitoring and salt consumption monitoring; and

display historical data regarding at least one of calorie counting, meal selection, meal suggestion, weight monitoring, weight loss or gain monitoring, fat consumption monitoring, sugar consumption monitoring and salt consumption monitoring.

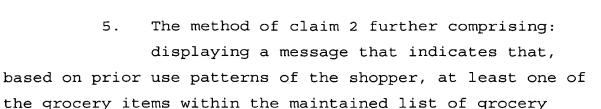
2. A computer-based method of grocery shopping comprising:

maintaining on a PDA a list of grocery items purchased by a shopper; and

displaying on the PDA at least one of the grocery items within the maintained list of grocery items.

- 4. The method of claim 2 wherein displaying at least one of the grocery items within the maintained list of grocery items comprising displaying at least one of the grocery items within the maintained list of grocery items based on prior use patterns of the shopper.

items should be purchased by the shopper.



- 6. The method of claim 5 wherein displaying a message that indicates that, based on prior use patterns of the shopper, at least one of the grocery items within the maintained list of grocery items should be purchased by the shopper comprises e-mailing the shopper.
- 7. A computer-based method of grocery shopping comprising:

displaying on a PDA a list of user-selectable grocery items;

allowing selection of at least one of the displayed selectable grocery items; and

displaying at least one characteristic of a selected grocery item.

- 8. The method of claim 7 wherein the at least one characteristic comprises a characteristic selected from the group consisting of calories, fat content, salt content, cholesterol content, whether organically grown, whether low fat, whether suitable for diabetics, whether Kosher, price, size, shelf life and brand name.
- 9. The method of claim 7 further comprising: displaying a comparison of at least one characteristic of a plurality of selected grocery items.
  - 10. The method of claim 9 further comprising:

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allowing selection of the at least one characteristic.

- 11. The method of claim 7 further comprising:
  ranking a plurality of selected grocery items
  based on the at least one characteristic.
- 12. A computer-based method of grocery shopping comprising:

maintaining on a PDA a list of grocery items purchased by a shopper; and

generating a report based on the list of purchased grocery items.

- 13. The method of claim 12 wherein generating a report based on the list of purchased grocery items comprises generating a report selected from the group consisting of calorie consumption, fat consumption, sugar consumption, salt consumption and grocery cost.
- 14. The method of claim 12 wherein generating a report based on the list of purchased grocery items comprises e-mailing a report.
- 15. The method of claim 12 wherein generating a report based on the list of purchased grocery items comprises generating a report periodically.
- 16. A computer-based method of grocery shopping comprising:

displaying on a PDA a list of prepared foods; allowing selection of at least one prepared food;

displaying a recipe for each selected prepared food; and displaying at least one user-selectable

grocery item that is an ingredient of the recipe.

- The method of claim 16 comprising: 17. displaying the cost of preparing each selected prepared food based on the cost of user-selected ingredients.
- The method of claim 16 wherein displaying at 18. least one user-selectable ingredient for the recipe comprises displaying at least one user-selectable ingredient for the recipe based on a maintained list of grocery items purchased by a shopper.
- The method of clam 18 further comprising displaying a date when each user-selected ingredient was previously purchased by the shopper.
- The method of claim 17 further comprising: 20. providing a link to a food preparation WEB site capable of generating a price quotation for the preparation of at least one selected prepared food.